Sale of Silk Petticoats 24 PL

\$3.49 Choice of a group of 100 Petticoats; bodies of heavy taffeta, sectional flounces of plaid, Roman stripe or checked silk.

\$5.89 Petticoats made of extra heavy taffeta silk, in black, staple colors and evening shades; made with a deep sectional flounce, with various rows of tucking and with silk dust ruffle; some styles finished with rose ruching.



Sale of Watches at \$7.24

Men's Gold Filled Watches, cases guaranteed 20 and 25 years; fitted with Laforge and Valentine Geneva movements; 190 in all; regularly up to \$11.75, sale \$7.24.

Women's 20-year Gold Filled Watches, also Silver Watches; 30 in all; fitted with Laforge and Valentine and Herald Square movements; guaranteed for two years; regularly up to \$11.23, sale \$7.24.

Our 50th Anniversary Sales Are Making New Records in New York Retailing

More Bargains in Upholstery Fabrics and Draperies

TILL a good selection of the very fine imported Upholstery materials selected from the Parker Building fine Schneider's Sons & Co. and placed on sale last Monday. Totally unhurt fabrics-sacrificed by the underwriters.

In addition: French and English Cretonnes

An importer's clean-up of fine quality Cretonnes-about 4,200 yards-all in choice designs and colorings. 19c and 24c a yard. 26c, 29c and 38c DOMESTIC CRETONNES, in an extensive range of designs and colorings, at prices

Lace Curtains and Couch Covers

scheduled to start to-morrow.

28 in. wide—superior in finish and lustre, absolutely pure dye; not to be equalled elsewhere under \$1.00 a yard; our

3,000 Yards American Black Dress Messa-

Irish Point Lace Curtains,	neavily a	ppuqued.			
Value	\$5.50	\$6.25	\$7.00	\$7.75	\$8.50
— Pair. RENAISSANCE LACE CUI and edge; usual \$4.25 quality, a KASHGAN TAPESTRY C fringe; \$3.00 values, sale.	PAINS, 1	VERS, 60 in	ches wide; f	inished with	knotted

We set out to celebrate 50 years of Macy store history in the simplest way possible:— By a series of great Anniversary Sales—an underpricing that would make the Anniversary memorable.

We are succeeding—beyond our expectations. You see evidences of it in the thronged floors of the great store and in the delivery wagons and trucks abulge with purchases

And just as readily do you find a REASON for the unprecedented success of the sale:—KEEPING FAITH WITH THE PUBLIC—ADHERING TO THE RIGIDLY CASH SYSTEM—TREATING ALL ALIKE, GIVING NO DISCOUNTS, NO COMMISSIONS— THAT GIVES THIS MACY STORE ABSOLUTE UNDERSELLING SUPREMACY.

The Anniversary Sales Continue. Our newspaper advertising details but a fraction of the splendid economies. Scores of the best offerings-generally quantities too small to advertise-bear "not advertised" cards.

Never in the history of the Macy store has there been a time when money could be spent so advantageously for staple, seasonable merchandise.

Women's Hosiery:

25c Grades at 18c Ist FL. Eighteen hundred pairs of Imported Black Gauze Cotton Hose, of excellent quality, made with double soles, heels and toes.

2,000 Yards American Black Dress Taffeta,

Men's Hand-Sewn Walking Gloves Main Fl.

English hand-sewn Gloves, one-button fastening; in the most wanted shades of Specialty leather goods shops get \$1.50

a pair for such Gloves. We get, regularly, \$1.39 a pair. This sale we'll take

97c a Pair

A Plate and 50 Engraved Visiting Cards

ın	shaded	old Eng	lish		1.34
——in	block	or Rom	an ty	pe	81c
in	script	type			49c
From	n custo	mer's or	vn pla	te	
100	cards.	*******			50c
From	n cust	omer's	own	plate	
10	new li	nen lawn	cards		91c
Engr	aving De	t. on Main	Stairw	ay Land	ling.

Dainty Frocks for Girls

GUIMPE DRESSES, of dainty figured DUTCH NECK WAIST DRESSES, of

fine checked gingham, in blue, pink or

FANCY GUIMPE DRESSES, of black and white shepherd check gingham; bertha trimmed with stitched bands of white lawn; belt of embroidery beading with ribbon drawn through; full skirt with deep hem and several rows of stitched lawn; sizes 4 to 14 years; sale \$1.69

Tidy Savings on New Floor Coverings, Carpets and Rugs

ARPETS of higher than average grades. Savings of dimes when you figure by single yards, yet they mount up handsomely when you count the number of yards your room or rooms

Our \$1.44 Carpets at 98c a yard Body Brussels Carpets, best 5-frame quality; in designs and colorings suitable for

Our \$2.97 Carpets at \$1.98 a yard

Royal Wilton Carpets, best quality, in two-tone Oriental and chints effects, with

Our \$1.64 Carpets at \$1.24 a yard High grade Azminster Carpet-one of the most popular carpets we have in stock-

THE UNDERPRICING OF DOMESTIC RUGS-best qualities-is none the less

attractive to homefurnishers who would practise economy without stinting:-

SWISS EMBROIDERED COLLAR AND The underprice sale of Oriental Rugs continues. Many specimens are offered at close-to-half former prices. CUFF SETS, in an assortment of choice designs; ordinarily 39c. and 50c. the set.

China, Cut Glass, Lamps

This Semi-Annual Sale a Great Feature of The 50th

Anniversary Series

O China, Glass and Lamp sale we ever conducted in the past had such a pacemaker as this 1908 sale with the 50th Anniversary standard of underpricing confronting is It was a challenge—one the China organization, the greatest of the Macy organizations, could

not well overlook. WITH STOCKS, ON DISPLAY AND ACCESSIBLE FOR SELLING, LARGER THAN THE COM-BINED STOCKS OF ALL THE OTHER DEPARTMENT STORES in the city, the China folks took up the

challenge and BROKE ALL SALE RECORDS. The sale continues. The opportunities it presents never were bettered-many never equalled-since this

Macy Store has been selling China, Glass and Lamps. News to-day of but a fraction of the economies offered: -

27 inches wide—a heavy quality, guaranteed to give good service; sold elsewhere at 89c. a yard; our price. 64c 20,000 Yards White Union Linen Etamine

Sale of Foreign and Domestic

Black Silks

Thousands of Yards Famously

Good Qualities Greatly Underprice

have conducted many Silk sales involving greater quantities, of both black and colored silks, but no

past sale involved greater stocks of Black Silks or provided greater SILK BARGAINS than the sale

Many are pure dye silks. The remainder so nearly pure dye that the user is assured fullest measure of

10,000 Yards Imported Black Dress Taffeta, 35 in. wide—a standard quality from one of the most reliable manufacturers; not to be equalled elsewhere under \$1.25 a

3,000 Yards Imported Black Dress Taffeta, 2,000 Yards Italian Hand Loom Taffeta,

The products of some of the best known Silkmakers in the world are represented, at prices

AND 35C. VALUE.

extraordinarily low.

Silk service and durability.

.The list of sale values:-

On the eve of a promised great Etamine season, after such fabrics have been "quiet" for several seasons, we land ONE OF THE GREAT-EST PURCHASES OF WHITE ETAMINES EVER MADE BY A RETAIL STORE.

18c A YARD.

This is a 28-inch fabric, with a linen warp and a cotton weft which is mercerized in the yarn.

BUY IT-LIBERALLY-FOR SUITS, TUB DRESSES, WAISTS, FOR EMBROIDERY PURPOSES,

lawns, in blue and white, pink and white or black and white; with fancy shaped bertha trimmed with embroidery insertion and edging; puff sleeves; full skirt with tucks and deep hems; sizes 4 to 14

tan; inlaid yokes and kimono sleeves; trimmed with plain chambray and pearl buttons; full skirts with deep hems; sizes

Decorated Dinner Sets

PORCELAIN DINNER SET, 56 pieces; neat green design	\$3.98
PORCELAIN DINNER SET, 100 pieces; decorated with a neat green spray	\$4.98
ENGLISH PORCELAIN DINNER SET, 100 pieces; decorated with a neat border design	\$5.89
PORCELAIN DINNER SET, 100 pieces; decorated with a floral design; handles with gold	\$7.49
ORCELAIN DINNER SET, 100 pieces; decorated with a pink spray and gold figures	\$8.49
PORCELAIN DINNER SET, 102 pieces; decorated with a neat pink, floral design, with gold.	\$9.89
AUSTRIAN CHINA DINNER SET, 100 pieces: decorated with a dainty floral spray design, natural colorings; handles with gold	\$8.49
AUSTRIAN CHINA DINNER SET, 99 pieces, decorated in pretty spray, nat- ural colorings, handles with gold.	\$9.89
IMOGES CHINA DINNER SET 101 pieces decembed with a feral bandar	14.49
THAS FIELD HAVILAND DINNED SET tot pieces decounted with wester	14.98

WE HAVE FINER DINNER SETS RANGING IN PRICE UP TO \$249.63.

Specials in Cut Glass 3 INCH BOWL \$1.69 9 INCH BOWL \$3.23 JUGS, three pints \$2.73 8 INCH VASE \$1.49 ICE CREAM TRAYS \$3.49 SUGAR AND CREAMS \$1.98 SPOON TRAYS 98c CELERY TRAYS \$1.49 6 IN H NAPKINS \$7c TUMBLERS \$6.69 HIGH FOOT OLIVE \$1.98 TUMBLERS HIGH FOOT OLIVE.....

DE ANTERS. \$2.49
5 INCH OLIVE DISHES 79c
7 INCH LOW JELLY DISH 81.40
7 INCH BOWLS 81.49
Finer grades up to \$249.87 PRESSED GLASS WATER TUMBLERS, regularly 290. doz.; special, doz... 230 PLAIN BLOWN WATER TUMPLERS, regularly 48c. doz.; special, doz... 36c BLOWN WATER TUMBLERS, with neat designs, regularly 72c. doz.; special,

Dress Goods: New Stripe Effects

E invite you to inspect one of the most attractive assortments of fashionable self-colored striped fabrics shown in America. Prominent, you will find varieties of handsome imported materials, such as VOILES, BATISTES, PRUNELLAS, SERGES AND ENGLISH MOHAIRS, ranging in price from 79c. to \$1.98 the GRAY SUITINGS of all kinds, desirable for smart street gowns, are shown in a variety of the new stripe and bordure effects, at prices ranging from 99c. to \$1.98

SPECIAL-IMPORTED BLACK VOILE, superior quality, crispy finish, perfect

50c to 75c White Goods, 34c.

Mercerized Fancy and Dotted Swiss, made in St. Gall; in neat patterns especially adapted for shirtwaists or entire gowns; 29 inches wide. Quantity-3,000 yards.

\$1.00 to \$1.25 Dress Trimmings, 49c

HALF and less than half usual prices for Imported Dress Trimmings-a collection as attractive as we have seen in many a day.

Included are Embroidered Applique and Novelty Bands, Black and Colored Silk Trimmings and Gold and Silk-and-Gold Beltings in various colorings and in a great

Hand Crochet Turkish Laces A New Importation

ROM our own factory in Constantinople another shipment of Laces to stem, for a little while a Tricklet overtaxes our stocks. In this shipment there are several distinctly new patterns-

and we think they are crocheted a bit finer and more uniformly than any we have shown heretofore. INSERTIONS, EDGINGS AND BANDS, in widths from 1 to 5 inches; equal to Irish Crochet Laces costing three times as 24c, 36c, 48c, 68c & 98c much; a yard. TURKISH ALL-OVER LACES, 19 inches wide; for waists and dresses; \$3.96

VENISE AND EMBROIDERED NET ALL-OVERS, 18 inches wide; in white, cream and ecru; choice patterns in filet and Irish effects, desirable for waists and yokes; imported to sell at prices ranging from \$1.75 to \$3.50 a 98c, \$1.44 & \$1.98 yard; sale...

Embroideries Nearly Half Price

ERE is a "lucky find"—a case containing 7,800 yards of Embroideries in Sample Strips-lengths of 41/2 and 63/4 yards. None will be cut.

Included are Insertions, with Edgings, Skirtings and 17inch Flouncings embroidered on muslin cambric and nainsook. Ordinarily sold at prices ranging from 13c. to 65c. a yard. Sale, 9c. to 39c.

For Women: Choice of Ninety-five Suits, \$28.00 Values at \$16.74

Splendidly Tailored Suits, single and double-breasted models, made of excellent quality imported shadow-stripe broadcloth in blue and brown-also in plain black; skirts very full, finished with two deep folds.

The collection embraces regulation sizes as well as sizes for small women and misses.

More "Midsummer Prices" For Women's White Waists

HE last week was characterized by one of the most remarkable waist sales we ever conducted. Some of that sale lot of 6,000 left, with some new lots that

are just as interesting:-WAISTS OF SHEER BATISTE, trimmed with lace insertion or Val. lace medallions; others with handsome hand-embroidered medallions or yokes; five different \$1.98 models, choice....

WAISTS OF CROSS-BAR LAWN, in a dainty embroidered figure pattern; fronts tucked in clusters to form graduated yokes; tucked backs, lace-trimmed collars and cuffs. \$1.29

WAISTS OF SHEER BATISTE, fronts trimmed with fine tucks and three net medallions, set in with Val. lace insertion; attached lace collars and cuffs. \$1.29 FINE LINGERIE WAISTS, trimmed with fine laces, medallions or insertions; about two dozen different models; \$2.97. \$3.96, \$4.96, \$5.94

A "Marchioness" Corset at 98c are HE "Marchioness" is the American standard of corset-building,

just as our "Comtesse" represents the highest type of French Corsets. In this special sale we are offering choice of three "Marchioness" models at 98c. They are \$1.75 values.

Made of fine batiste, trimmed with lace and ribbon; the models—high and low bust, with long hips, and high bust, with short hips.

\$1.00 Brassieres, 69c — DEBEVOISE BRASSIERES OR BUST *SUP-PORTERS, made of fine cambric, trimmed with

lace; bias cut and laced in front. Finer Corsets in stock, including our imported "Comtesse" Corsets, priced up to \$13.24.

For Girls and Misses

Suits at \$11.74—New model Spring Suits, made of fine quality Panama, in blue and brown—also of dainty mixtures; semi-fitted jackets, with notehed collars, tailored sleeves, lap-stitched pockets and satin lining; new model pleated skirts; 12, 14 and 16-year sizes.

Dresses at \$3.96—Sheer White Swiss Dresses—high neck models, the blouses trimmed with fine tucks, Val. insertion, lace trimmed, puff sleeves, ribbon belts; full skirts, finished with tucks or Val. insertion and deep hems; 6 to 14-year sizes; \$5.00 values.

Macy Grocery Specials

Women's 39c and 50c

Neckwear, 24c

OUR FAMOUS "RED STAR" BRAND BONE-LESS BACON; only the highest grade and choices t selection; the brand on each piece is our guarantee; weights 3 to 6 lbs.; regularly sold at 17c. lb.; for this sale, Ib......1150

White Label Brand English Cure Bacon (Armour's); special dry cure; sold elsewhere at 20c.

BISCUITS .- Just in, another ship ment of Mo-Vitte & Price's Edinburgh Biscuits, for which we were recently appointed sole distributers in this section. They are crisp and fresh, daintily packed in parchment cartons; including Digeatives, at 14e, the carton and \$1.57 the dozen; Cafe Noir, Petit Bourre and Breakfast Biscuits. at 10c, the carton and \$1.14 the dozen; Petit Dajouner (small breakfast), at Sc. the carton and 93c, the dozen.

MACAROON JELLY CARES .- A delicious confection baked especially for us; 12 cakes in a car-

COFFEE.-Genesta Brand; an old government blend, rich, fragrant and full bodied; roasted, granulated and pulverized daily; packed in hygienic cartons: ragularly 34c.; sale, 18c. lb.; 5-lb. cartons, beans only. 880.; 25-lb. sacks, beans only

CURIO CHOP TEA .- Coylon, Mixed, Young Hyson, Japan, Formosa Oolong and English

1-lb. carton, regularly 34c., sale 36e.; 5-lb. caddy, regularly \$1.50, sale \$1.15; 10 lb. caddy. MACY'S FAMOUS "RED STAR" BRAND BREAKFAST COCOA .- Haif-pound cans, regularly 21c.; special at 18c.; \$2.04 dozen; 5-lb CARS. \$1.39

New York State Pea Beans; 5-lb. bags, 28c.; 10-ib. bags, 53c.; bushel bag..... \$2.97 California Dried Lima Beans; extra quality; 3-lb. carton...

the finest waste wheat flour, 2-lb. carton 1 20 LILY WHITE BRAND FLOUR means the highest standard-we guarantee it equal to many of the higher priced brands. For this sais:-Barrel, 86.44 | 24'4-lb. Bugs, 82c Half Bargel, 83.46 | 12'4-lb. Bugs, 48c

Lily White Brand Pancake Flour, made from

Sale of Lamps, Globes, &c.

BLACK IRON ELECTRIC PORTABLE.

STRAIGHT INCANDESCENT MAN-INVERTED INCANDESCENT LIGHTS.

ART GLASS SHADES and fringe to match, 12 inches, regularly \$3.49; special, \$2.49

Oil Paintings: Another Lot Of 105 Remarkably Low-priced

Art Galleries, ad Floor,

INCE the recent financial flurry, producers of any line of merchandise that could not be classed among the NECESSITIES have been forced, by lack of demand, to make sacrifices they will long remember. Paintings could not be so classed—so the framers of these turned them into money, at a great loss. There are

Landscapes, Marines and Figure Subjects—in handsome gilt frames, with burnlabed gold ornaments; each in a shadow box. Sizes given below are the Paintings only.

frames and	shadow boxes;-	Prices are for Paintings o	omplete with
10 Paintings	avit in	tegularly,	Sale
9 Paintings,	12x16-10	84.24	83.74
10 Paintings.	9x13-13. 12x16-16. 6x10-1n. 6x10-1n.	86.94 . 86.94	88.40
10 Paintings,		38.74	84.b
6 Paintings.	12x20-in, 12x24-in	30.48	88.67
9 Paintings,	16x24-in	\$14.24 \$14.24	89.2
4 Paintings.	16x24-in	319.49	812.4
o Paintings.	20x30-in	\$40 a.	\$14.5

Low Priced Silverware Sets

\$1.49 Plated Fern Dishes at \$1.19

One hundred 6-inch Dishes, good quality plate, in a pretty openwork design, with